



Subject: Update on Media Usage Authorization

Vendors,

This is an important update regarding the use of product images and videos for promotional purposes.

Macy's and Bloomingdale's permit media partners, such as Pinterest, Google, affiliate networks, and other publishers, to display product images and videos for promotional purposes. To authorize the use of these images/videos, you must ensure that you have all the appropriate rights: those of the talent, photographer, and any other potential intellectual property owners. We will assume going forward that we can use your product images in this way unless you notify us otherwise, so please do not provide any product images/videos for which you do not have the necessary authorization.

Thank you for your continued collaboration. If you have questions, please reach out to your Macy's or Bloomingdale's partner.